

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (currently amended) A method for displaying an advertisement in an electronic program guide (EPG) comprising the steps of:

storing, local to a user equipment, television schedule information in a database;

receiving advertisement information;

retrieving a first subset of the stored television schedule information from the database;

~~modifying~~ customizing, at ~~[[a]]~~ the user equipment, a portion of the received advertisement information to include ~~[[a]]~~ the retrieved first subset of the stored television schedule information to form a ~~modified~~ customized advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different than the first subset of stored television schedule information; and

displaying the customized ~~modified~~ advertisement in a region of the screen outside the schedule guide region.

2. (currently amended) The method of claim 1, wherein the receiving, customizing ~~modifying~~, and both displaying steps are performed in substantially real time.

3. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a future television program.

4. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a currently telecast television program.

5. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about one or more of a product and a service.

6. (currently amended) The method of claim 1, wherein the storing step comprises storing a program description and the customizing ~~modifying~~ step comprises combining a portion of the received advertisement information with the stored program description.

7. (currently amended) The method of claim 1, wherein the storing step comprises storing a program telecast time and the customizing ~~modifying~~ step comprises combining a portion of the received advertisement information with the stored program telecast time.

8. (currently amended) The method of claim 1, wherein the storing step comprises storing a web site address and the customizing ~~modifying~~ step comprises combining a portion of the received advertisement information with the stored web site address.

9. (currently amended) The method of claim 1, wherein the storing step comprises storing information related to a geographical location and the customizing ~~modifying~~ step comprises combining a portion of the received advertisement information with the information related to a geographical location.

10. (currently amended) The method of claim 1, wherein the storing step comprises storing information related to a television viewer and the customizing ~~modifying~~ step comprises combining a portion of the received advertisement information with the information related to a television viewer.

11. (currently amended) The method of claim 1, wherein the storing step comprises storing information related to rotating advertisement information in the EPG and the customizing ~~modifying~~ step comprises combining a portion of the received advertisement information with the information related to rotating advertisement information.

12. (original) The method of claim 11 further comprising displaying the advertisement information in the EPG based on the rotating information.

13. (original) The method of claim 3, wherein the promotional information is a video preview related to the future television program.

14. (previously presented) The method of claim 5, wherein the promotional information is a video preview related to the one or more of the product and the service.

15. (currently amended) The method of claim 1 further comprising the steps of selecting the customized ~~modified~~ advertisement using a pointing device and activating a function related to the selected ~~modified~~ advertisement.

16. (currently amended) The method of claim 15, wherein the step of activating a function comprises linking to a web site based on an address related to the selected ~~modified~~ advertisement and displaying information from the web site.

17. (currently amended) The method of claim 15, wherein the step of activating a function comprises displaying information related to the selected ~~modified~~ advertisement.

18. (original) The method of claim 15, wherein the step of activating a function comprises scheduling a future television program for recording.

19. (original) The method of claim 15, wherein the step of activating a function comprises tuning to a currently telecast television program.

20. (currently amended) A method for customizing ~~modifying~~ an advertisement in an electronic program guide (EPG) comprising the steps of:

storing, local to a user equipment, television schedule information in a first database;

storing advertisement information in a second database;

retrieving a first subset of the stored television schedule information from the first database;

overlaying, at ~~[[a]]~~ the user equipment, ~~[[a]]~~ the retrieved first subset of the television schedule information ~~from the first database~~ onto a portion of the advertisement information from the second database to form a customized ~~modified~~ advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different than the first subset of television schedule information; and

displaying the customized ~~modified~~ advertisement in a region of the screen that is outside the schedule guide region.

21. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about a future television program.

22. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about a currently telecast television program.

23. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about one or more of a product and a service.

24. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing a program description and the overlaying step comprises overlaying the stored program description onto a portion of the stored advertisement information.

25. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing a program telecast time and the overlaying step comprises overlaying the stored program telecast time onto a portion of the stored advertisement information.

26. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing a web site address and the overlaying step comprises overlaying the stored web site address onto a portion of the stored advertisement information.

27. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing information related to a geographical location and the overlaying step comprises overlaying the information related to a geographical location onto a portion of the stored advertisement information.

28. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing information related to a television viewer and the overlaying step comprises overlaying the information related to a television viewer onto a portion of the stored advertisement information.

29. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing information related to rotating advertisement information in the EPG and the overlaying step comprises overlaying the information related to rotating advertisement information onto a portion of the stored advertisement information.

30. (original) The method of claim 29 further comprising displaying the advertisement information in the EPG based on the rotating information.

31. (original) The method of claim 21, wherein the promotional information is a video preview related to the future television program.

32. (previously presented) The method of claim 23, wherein the promotional information is a video preview related to the one or more of the product and the service.

33. (currently amended) The method of claim 20 further comprising the steps of selecting the displayed customized advertisement using a pointing device and activating a function related to the selected advertisement.

34. (original) The method of claim 33, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying more information from the web site.

35. (previously presented) The method of claim 33, wherein the step of activating a function comprises displaying information related to the selected advertisement.

36. (original) The method of claim 33, wherein the step of activating a function comprises displaying a video preview related to the selected advertisement.

37. (original) The method of claim 33, wherein the step of activating a function comprises scheduling a future television program for recording.

38. (original) The method of claim 33, wherein the step of activating a function comprises tuning to a currently telecast television program.

39. (currently amended) An interactive electronic program guide (EPG) system comprising:

a first database, local to a user equipment, for storing television schedule information;

a second database for storing advertisement information, wherein a portion of the advertisement information stored in the second database is customized ~~modified~~, at ~~[[a]]~~ the user equipment, to include a first subset of the television schedule information ~~stored in~~ retrieved from the first database to form a customized ~~modified~~ advertisement; and

a display screen configured to:

display, in a schedule guide region of the screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information and the first subset of stored television schedule information are different; and

display, in a region of the screen outside the schedule guide region, the customized ~~modified~~ advertisement.

40. (previously presented) The EPG of claim 39, wherein the advertisement information is promotional information about a future television program.

41. (previously presented) The EPG of claim 39, wherein the advertisement information is promotional information about a currently telecast television program.

42. (previously presented) The EPG of claim 39, wherein the advertisement information is promotional information about one or more of a product and a service.

43. (previously presented) The EPG of claim 39, wherein the first database includes a program description for combining a portion of the advertisement information with the stored program description.

44. (previously presented) The EPG of claim 39, wherein the first database includes a program telecast time for combining a portion of the advertisement information with the stored program telecast time.

45. (previously presented) The EPG of claim 39, wherein the first database includes a web site address for combining a portion of the advertisement information with the stored web site address.

46. (previously presented) The EPG of claim 39, wherein the first database includes geographical location data for combining a portion of the advertisement information with the stored geographical location data.

47. (previously presented) The EPG of claim 39, wherein the first database includes information related to a television viewer for combining a portion of the advertisement information with the information related to a television viewer.

48. (previously presented) The EPG of claim 39, wherein the first database includes information related to rotating advertisement information in the EPG for combining a portion of the advertisement information with the information related to rotating advertisement information.

49. (original) The EPG of claim 40, wherein the promotional information is a video preview related to the future television program.

50. (original) The EPG of claim 42, wherein the promotional information is a video preview related to the one or more of a product and a service.

51. (currently amended) The EPG of claim 39 further comprising an input device for selecting the displayed customized advertisement and activating a function related to the selected advertisement.

52. (original) The EPG of claim 51, wherein the input device activates a function to link to a web site based on an address related to the selected advertisement.

53. (previously presented) The EPG of claim 51, wherein the input device activates a function to display detailed information related to the selected advertisement.

54. (original) The EPG of claim 51, wherein the input device activates a function to schedule a future television program for recording.

55. (original) The EPG of claim 51, wherein the input device activates a function to tune to a currently telecast television program.

56. (original) The EPG of claim 51, wherein the input device activates a function to display a video preview related to the selected advertisement.

57. (currently amended) A computer readable medium having stored thereon a set of instructions including instruction for displaying an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a database, the database local to a user equipment;
receiving advertisement information;

customizing ~~modifying~~, at [[a]] the user equipment, a portion of the received advertisement information to include [[a]] a first subset of the stored television schedule information retrieved from the database to form a customized ~~modified~~ advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different from the first subset of stored television schedule information; and

displaying the customized ~~modified~~ advertisement in a area of the screen that is outside the schedule guide region.

58. (currently amended) A computer readable medium having stored thereon a set of instructions including instruction for customizing ~~modifying~~ an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a first database, the first database local to a user equipment;

storing advertisement information in a second database;

overlaying, at a user equipment, a first subset of the television schedule information retrieved from the first database onto a portion of the advertisement information from the second database to form a customized ~~modified~~

advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different from the first subset of stored television schedule information; and

displaying the customized ~~modified~~ advertisement in a area of the screen that is outside the schedule guide region.

59. (currently amended) The method of claim 1 wherein customizing ~~modifying~~ a portion of the received advertisement information to include a first subset of the stored television schedule information comprises overlaying the stored television schedule information onto the received advertisement information.

60. (currently amended) The method of claim 1 wherein customizing ~~modifying~~ a portion of the received advertisement information to include a first subset of the stored television schedule information comprises replacing a text portion of the received advertisement information with the stored television schedule information.

61. (currently amended) The method of claim 1 wherein customizing ~~modifying~~ a portion of the received advertisement information to include a first subset of the stored television schedule information comprises replacing a

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graphic portion of the received advertisement information with
the stored television schedule information.